

SYSTEM AND METHOD FOR REPORTING COUNTED IMPRESSIONS

ABSTRACT OF THE DISCLOSURE

A system for reporting counted impressions in a network device. The system
5 includes a data warehouse which collects event data pertaining to viewership history on
the network device. Through a user interface, such as a web browser, a user can
retrieve information about the counted impressions of the network device which
displayed specific promotions. The event data may pertain, for example, to channel
change events, channel surfing behavior of the viewer, time events, connections to
10 peripherals, network locations of the network device, viewing behavior of the viewer,
and subsequent event data after a promotion was displayed. A trigger may be embedded
in the promotion such that when the promotion is displayed an impression is counted.